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## **RR DONNELLEY WINS FIRSTGROUP COMBINED MARKETING AND STATIONERY PRINT CONTRACT**

### **Streamlined Marketing, Customer Forms And Stationery Print Service Will Deliver Cost Savings And Business Efficiency**

**LONDON – March 10, 2009** – RR Donnelley, a leading provider of outsourcing services for customer communications management, has been awarded a new contract to provide all customer forms, printed marketing materials and company stationery to the world's leading transport operator, FirstGroup plc.

First is Britain's largest bus operator, Britain's largest rail operator and the largest provider of student transportation in North America. RR Donnelley has worked with First for the past eight years, providing marketing print, forms and stationery print and distribution, working under three separate contracts. First decided to combine the three areas of service into one contract and put it out to tender. Awarding all these print services to a single supplier would give greater control over document management and substantially reduce both production and administration costs.

Following a competitive pitch, RR Donnelley has been selected to manage the printing and distribution of all UK printed marketing material and customer forms for First, as well as printed company stationery. The company was awarded this contract based on its comprehensive communications outsourcing experience, underpinned by its proven project management skills and customer service. Combining all three services under one contract boosts the efficiency of document delivery and brings significant cost savings to First. In addition, business resilience is substantially improved, as RR Donnelley has the ability to adapt the contract to meet First's specific requirements at any time.

Fred Pollock, Managing Director at RR Donnelley's Global Document Solutions in Scotland, said: "We are delighted to have secured this new contract with FirstGroup as it allows us to deliver the benefits of an integrated ECoM™ (Enterprise Communications Management) platform. We constantly review the services we provide to the company in order to evolve the contract to meet its needs, which means we can deliver real cost savings without compromising on flexibility."

Paul Stapleford, Group Purchasing Manager at FirstGroup, said: "When we went out to tender on the contract we scored each submission on a number of criteria – technical aspects, experience and competitiveness. RR Donnelley's Global Document Solutions had both the experience and competitiveness that we were looking for, as well as the ability to add value and adapt to our needs going forward. We have enjoyed a good working relationship with RR Donnelley and are greatly impressed with its customer service and project management abilities."

More information about RR Donnelley's customer communications outsourcing services is available at [www.rrdgd.com](http://www.rrdgd.com)

### **About RR Donnelley**

RR Donnelley (NYSE: RRD) is the world's premier full-service provider of print and related services, including business process outsourcing. Founded more than 144 years ago, the company provides products and solutions in commercial printing, direct mail, financial printing, print fulfillment, labels, forms, logistics, call centres, transactional print-and-mail, print management, online services, digital photography, colour services, and content and database management to customers in the publishing, healthcare, advertising, retail, technology, financial services and many other industries. The largest companies in the world and others rely on RR Donnelley's scale, scope and insight through a comprehensive range of online tools, variable printing services and market-specific solutions.

For more information, and for RR Donnelley's Corporate Social Responsibility Report, visit the company's web site at <http://www.rrdonnelley.com>.

### **Use of Forward-Looking Statements**

This news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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